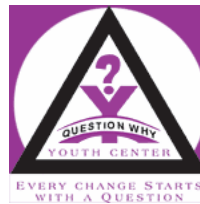


What can you do about Emerging Tobacco Products?

- ◆ **Educate** yourself by examining products in stores, carefully looking at the packaging.
- ◆ **Advise** local merchants to place emerging tobacco products with tobacco products and NOT near nicotine replacement products.
- ◆ **Teach** others in your community about emerging tobacco products by including this information in your presentations.
- ◆ **Write** a letter to the editor or article for your school or local news paper.



The Question Why Youth Empowerment Centers encourage the empowerment of youth as leaders in building tobacco-free schools, smoke-free communities, and promoting healthy lifestyles. Question Why offers a series of trainings for youth leaders and quarterly workshops for adult leaders, along with technical assistance and resources on youth tobacco use prevention and policy initiatives. Question Why is funded by the NC Health and Wellness Trust Fund. For more about the Question Why program, our trainings and our services visit: www.questionwhy.org



For more information about the NC Health and Wellness Trust Fund and funding opportunities visit: www.healthwellnc.com

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WINTER 2009



Emerging Tobacco Products

Also known as:
Alternative Forms of Tobacco
Or
Potentially Reduced Exposure Products (PREPS)

What You Need to KNOW!

What are Emerging Tobacco Products?

- ◆ There are newly emerging tobacco products that are meant to allow tobacco users to replace tobacco use instead of quitting.
- ◆ These products may also be called PREPs which stands for **Potentially Reduced Exposure Products**.
- ◆ Some are tobacco products that have been modified or designed with the intent to reduce users' exposure to tobacco toxins.
- ◆ Some manufacturers claim that reduced exposure to tobacco toxins may lead to reduced risk of cancer or other adverse health conditions.
- ◆ "Until we have this science base we must convey a consistent, uncompromised message: **There Is No Safe Form of Tobacco Use.**" – Former US Surgeon General Richard Carmona

What is meant by "reduced exposure" and "reduced risk"?

- ◆ "Reduced exposure" indicates that use of the tobacco product has been shown to reduce exposure to nicotine or other tobacco toxins.

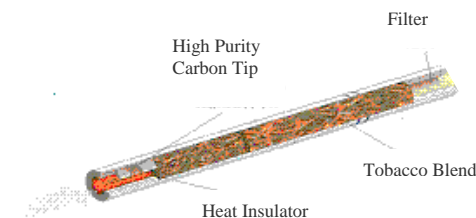
- ◆ "Reduced risk" indicates that the reductions in exposure results in reduced risk of disease.
- ◆ To date, **there is no evidence** to suggest that there is enough of a reduction in tobacco toxin exposure with any of the existing emerging tobacco products to expect a significant reduction in disease.
- ◆ In addition to being marketed as reduced risk products, emerging tobacco products may also be marketed as easier to use in tobacco free environments.

Why care about Emerging Tobacco Products?

- ◆ There is a concern that emerging tobacco products, especially in an unregulated marketplace, pose a threat to cessation efforts.
- ◆ According to a JP Morgan study in 2005, 90% of smokers are willing to try a safer cigarette. In other words, a tobacco user may choose one of these products instead of quitting; however, **quitting is absolutely the best choice for good health!**
- ◆ Emerging tobacco products are tobacco products, **NOT** nicotine replacement products: they are not regulated by the FDA like Nicorette gum and the Nicoderm patch.

Examples of Emerging Tobacco Products

- ◆ Cigarettes with altered tobacco (light cigarettes)
- ◆ Cigarettes with "new and improved" filters to filter out more toxins
- ◆ Cigarette-like products (looks like a cigarette but the tobacco is heated rather than lit and burned)
- ◆ Dissolvable oral products (like lozenges, lollipops, and film are easily confused with pharmaceutical products for quitting and may resemble cough drops or breath freshening film)
- ◆ Spit tobacco products (spit, chew, dip and snuff). Many people view the use of these as being safer than smoking because they are not inhaled. Newer products may even be spitless. Remember, "**There is no safe form of tobacco use.**"



(Picture: The inside of a cigarette that heats instead of burning.)